

WE CLAIM:

1. A method for delivering and monitoring the performance of an on-demand multimedia playlist over a network, comprising:
 - determining attributes of a requesting device;
 - creating a template based on the determined attributes that includes instructions to retrieve and play the multimedia playlist related to the requesting device;
 - delivering the template to the requesting device;
 - determining when a trigger associated with the playlist is executed, and when executed:
 - requesting the playlist from a location based on the template; and
 - delivering the playlist to the requesting device.
2. The method of Claim 1, further comprising performing the playlist and monitoring the performance of the playlist.
3. The method of Claim 1, wherein determining the attributes of the requesting device, further comprises:
 - determining basic operating characteristics of the requesting device; and
 - determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, otherwise informing the requesting device that the basic operating characteristics are not supported.
4. The method of Claim 3, wherein retrieving the additional attributes corresponding to the requesting device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.
5. The method of Claim 1, wherein delivering the playlist to the requesting device, further comprises:
 - determining if the playlist is cached; and

sending the playlist to the requesting device when the playlist is cached, otherwise sending a default adlet playlist to the requesting device.

6. The method of Claim 5, wherein sending the default adlet playlist to the requesting device, further comprises:

creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;

creating an optimized playlist corresponding to the requesting device;
and

caching the optimized playlist so that it may be retrieved by future requesting devices.

7. The method of Claim 6, wherein creating the cliplet based on the attributes of the requesting device, further comprises:

determining a source for delivery of the cliplet; and
generating media instructions that are used by the requesting device to optimally perform actions associated with the playlist.

8. The method of Claim 7, wherein determining the source for delivery of the cliplet, further comprises:

determining a protocol to use to send the playlist to the requesting device; and
determining the source for delivery of the cliplet based on the protocol.

9. The method of Claim 8, wherein determining the protocol to use to send the playlist to the requesting device, further comprises choosing the protocol from the set including a full download protocol, a chunking download protocol, and a streaming protocol, the protocol chosen relating to a set of attributes including a bandwidth attribute and a firewall attribute.

10. The method of Claim 2, wherein monitoring the performance of the playlist, further comprises:

14. The modulated data signal of Claim 13, wherein sending the default playlist to the requesting device, further comprises:

creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;

creating an optimized playlist corresponding to the attributes of the requesting device; and

caching the optimized playlist so that it may be retrieved by future requesting devices.

15. The modulated data signal of Claim 14, wherein monitoring the performance of the playlist, further comprises determining if a cliplet is playing properly, and if the cliplet is playing properly, continuing to monitor the performance of the cliplet, and otherwise, delivering another cliplet to the requesting device from an alternative location.

16. A system for delivering and monitoring the performance of an on-demand playlist over a network, comprising:

- (a) a processor and a computer-readable medium;
- (b) an operating environment stored on the computer-readable medium and executing on the processor;
- (c) a communication connection device operating under the control of the operating environment;
- (d) a media device operating under the control of the operating environment and operative to perform actions, including:
 - determining attributes of a requesting device;
 - creating instructions based on the attributes that correspond to a performance of the playlist;
 - delivering the instructions to the requesting device;
 - determining when a trigger associated with the playlist is executed, and when executed:
 - determining a location from which to deliver the playlist;

delivering the playlist;
performing the playlist; and
monitoring the performance of the playlist.

17. The system of Claim 16, wherein determining the attributes of the requesting device, further comprises:

determining basic operating characteristics of the requesting device; and
determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, the additional attributes relating to a bandwidth attribute and protocol restriction attribute; otherwise informing the requesting device that the basic operating characteristics are not supported.

18. The system of Claim 17, wherein delivering the playlist to the requesting device, further comprises:

determining if the playlist is cached; and
sending the playlist when cached, otherwise sending a default playlist to the requesting device.

19. The system of Claim 18, wherein sending the default adlet to the requesting device, further comprises:

creating a default cliplet based on the attributes of the requesting device;
creating the default playlist corresponding to the requesting device; and
sending the default playlist.

20. The system of Claim 19, wherein monitoring the performance of the playlist, further comprises determining if a cliplet is playing properly, and if the cliplet is playing properly, continuing to monitor the performance of the cliplet, and otherwise, delivering another cliplet to the requesting device from an alternative location.